

Message Text

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ACTION ARA-10

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R 081330Z MAY 75

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 9119

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

USDOC WASHDC

UNCLAS BRASILIA 3603

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: EMBASSY ACTION GROUP MEETING ON CCP

REFS: A. BRASILIA 3473; B. DEPARTMENT A-2189

1. SUMMARY: ON APRIL 29, THE EMBASSY ACTION GROUP (EAG) MET TO DISCUSS PROBLEMS AND PROGRESS DURING THE THIRD QUARTER OF FY 1975, AND TO REVIEW AND APPROVE THE COUNTRY COMMERCIAL PROGRAM FOR FY 1976. (SEE REFTELS A- AND B). RECOMMENDATIONS WERE MADE ON: PERSONNEL STAFFING, ADDRESSOGRAPH TRADE CONTRACT SYSTEM, TRADE CENTER FACILITIES, ALTERNATE FY 76 TRADE PROMOTION ACTIVITIES, AND EXPLANATION OF THE U.S. TRADE ACT. END SUMMARY.

2. PERSONNEL STAFFING:

A) BELO HORIZONTE: EAG REAFFIRMED THE NEED TO RE-OPEN BELO HORIZONTE AS A COMMERCIAL INTEREST POST. AN INTERIM PLAN WAS ELABORATED: REQUEST TWO POSITIONS FROM ARA/MGT ONE FOR AN OFFICER, AND ONE FOR AN FSL, TO BE TRANSFERRED FROM OTHER ARA POSTS. THESE WILL BE ESTABLISHED WHEN AUTHORIZED, IN THE PRESENT USIS OFFICES. THE POSITIONS WILL BE ADMINISTRATIVELY ASSIGNED TO RIO. A SEPARATE CABLE WILL OUTLINE THIS INTERIM PLAN.

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B) CURITIBA: THE USIS EMPLOYEE IN CURITIBA CANNOT

ADEQUATELY CARRY ON THIS COMMERCIAL RESPONSIBILITIES WITHOUT CLERICAL/SECRETARIAL ASSISTANCE. THE EAG, THEREFORE, DECIDED TO REQUEST A PART-TIME, LOCALLY HIRED SECRETARIAL POSITION IN THE FY 76 CCP.

C) RIO DE JANEIRO: IF THE REQUEST FOR AN ADDRESSOGRAPH SYSTEM IS APPROVED, A PART-TIME LOCAL EMPLOYEE WILL BE NEEDED TO SIX MONTHS TO HELP INITIALLY. SUBSEQUENTLY, THE WORK CAN BE HANDLED BY ONE OF THE FSLs CURRENTLY ASSIGNED TO RIO.

3. ADDRESSOGRAPH TRADE CONTRACT SYSTEM: WASHINGTON ACTION GROUP REPRESENTATIVE STATED THAT THE WASHINGTON GROUP HAD STUDIED THE ADDRESSOGRAPH IDEA, AND HAD MADE ALTERNATIVE RECOMMENDATIONS. EAG CONCLUDED THAT ALTERNATIVE SUGGESTIONS MADE BY WASHINGTON ACTION GROUP WERE NOT VIABLE. A CABLE TO THIS EFFECT WILL BE SENT, WHICH WILL ALSO PRESENT A SPECIFIC PROPOSAL FOR AN ADDRESSOGRAPH SYSTEM FOR RIO.

4. TRADE CENTER FACILITIES:
THE EMBASSY ACTION GROUP CONTINUES TO SUPPORT THE RIO TRADE DISPLAY FACILITY PROJECT. BOTH THE RIO CENTER AND THE PROPOSED TRADE CENTER IN SAO PAULO WILL BE INCLUDED IN THE FY 1976 CCP, IN THE DEFERRED PROGRAM SECTION.

5. CUT BACK IN FY 1976 TRADE PROMOTION ACTIVITIES: THE EMBASSY ACTION GROUP TRGRETTEED THE CUT-BACKS IN TRADE FAIRS AND MISSIONS, AND STRONGLY URGED THAT AT LEAST PART OF THE ORIGINAL PROGRAM BE RESTORED. IN ADDITION, SEVERAL SUGGESTIONS WERE MADE AS ALTERNATIVES TO THE TRADE FAIRS THAT HAVE BEEN OUT IN ORDER TO MAINTAIN THE PRESENT MOMENTUM OF US EXPORT PROMOTION IN BRAZIL. THESE INCLUDED A USIS STAG TO TAKE THE PLACE OF A CATALOG SHOW, AND MORE INDUSTRY TASK FORCES ALONG THE LINES OF THE RECENT STEEL MISSION TASK FORCE. THESE SUGGESTIONS WILL BE DETAILED IN A SEPARATE CABLE.

6. IMPLICATIONS OF THE U.S. TRADE ACT: A SUGGESTION FOR UNCLASSIFIED

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A VISIT BY AN EXPERT ON THE TRA, TO TOUR BRAZIL HOLDING SESSIONS ON ASPECTS OF INTEREST TO BRAZILIANS, WILL BE INCORPORATED INTO THE FY 76 CCP.

7. FY 76 CCP: THE FY 76 CCP WAS CAREFULLY REVIEWED, AND SEVERAL EDITORIAL AND SUBSTANTIVE CHANGES WERE SUGGESTED. THESE WERE NOTED BY THE WAG REPRESENTATIVE, AND WILL BE INCLUDED IN THE REVISED TEXT THAT HE WILL HAND CARRY TO

WASHINGTON.
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